



World Remit

New York City Launch | Street Performer Activation

Context:

[World Remit](#) is an international money transfer service which is now available in New York. To launch this milestone, they are aligning with local street performers, musicians and artists who might have a connection to sending money home.

General Description:

World Remit is seeking performance partners to be a part of a content campaign that highlights local talent in NYC who have diverse backgrounds, have immigrated to the US, and send money home to family and/or friends.

Project Details:

As part of this partnership, World Remit will be filming short content pieces that highlight a live performance, and also a more conversational piece that tells a personal story of your journey to the US and being a performer/artist in NYC. There will also be natural messaging included that relates to working hard to earn money, and what sending money home means to you. This is a performance and ambassador gig, meaning, you will be endorsing World Remit in a way that feels natural and applicable to your daily life and the way you send money home.

The content will be distributed only on World Remit's social media channels and will not be used in any paid advertising campaigns.

We will want to have presence at one of your existing performances or potentially plan another performance to highlight the partnership and film content.

Compensation:

There will be compensation for this project which will be determined and confirmed pending the level of interest and involvement with the project.